The fact that you are a member of the Benson & Hedges Privileges Club marks you as a person of discriminating tastes. The kind of person who wants the best, or nothing at all. Because quality matters.

For you, we have created an exclusive opportunity to fulfill a lifetime dream. A chance to win a one-week vacation for two *at any one of ten great vacation destinations around the* world. The choice is yours.

And what a choice! Everyone's favorite vacation spots are included: the Caribbean, Hawaii, Mexico, and Bermuda. The unsurpassed grand luxe of Europe: Cannes, the Spanish Riviera, the Greek Islands. The sophistication and tropical dazzle of Rio De Janeiro. And those legendary ports of call that dreams are made of: Bali and Tahiti.

Whichever prize destination you select, you can rest assured that nothing has been spared to make *your stay there the* ultimate vacation fantasy. All travel arrangements are first class, of course. With touches that transcend even first class in style. The resort accommodations are, in every case, absolutely world-class… the hotels you would choose for yourself if you could make a wish come true. And to top it all, as a winner you would receive $5000.00 in cash to spend as you wish: perhaps at the casino, duty-free-port shopping, or merely satisfying your every whim.

Since this once-in-a-lifetime opportunity is limited exclusively to Privileges Club members, your chances of winning are far better than they would normally be in a sweepstakes of this magnitude.

So take a quality break, light up a Benson & Hedges or two, and browse through our ten great resorts of the world. You have our best wishes for a winning entry. We think you'll agree our prize packages are all winners.

Benson & Hedges
Quality Resorts of the World Rules

1. To enter the Benson & Hedges "Quality Resorts of the World" Sweepstakes fill out the official Entry Reply Card contained in this brochure, or on a 3" X 5" piece of paper clearly print your name, address, and zip code. Please circle the "Quality Resorts" destination of your choice on the Entry Reply Card or clearly print the destination on the hand printed entry. Enter as often as you wish, but each entry must be mailed in a separate envelope to: Benson & Hedges "Quality Resorts of the World" Sweepstakes, P.O. Box 239-A, Norwalk, CT 06856. Postage is not necessary on the official Entry Reply Card. Vermont residents may enter only through the official Entry Reply Card. Other entries must be mailed via First Class mail and must be received by Dec. 30, 1988. NO PURCHASE NECESSARY.

2. 1 Grand Prize will be awarded. The Grand Prize will consist of the Winners choice of any one of ten (10) "Quality Resorts" vacations (details listed above). The ten (10) vacation destinations are as follows: Tahiti, Antigua, Hawaii, Cannes, Spain, Rio de Janeiro, Greece, Bermuda, Mexico and Bali. The retail value of each of the vacations is approximately $10,000. The Grand Prize winner will also receive an additional $5,000 in spending money for the trip. The Grand Prize winner must take the vacation before 12/31/89.

3. *Winner will be selected through a random* drawing of all eligible entries received. The Grand Prize will be awarded. Odds of winning depend on the number of entries received. Drawing to be conducted by The Saugatuck Group, an independent judging organization whose decisions are final.

4. Sweepstakes open to U.S. residents 21 years or older except employees and directors and the families of employees and directors of Philip Morris Incorporated, and the Philip Morris family of companies, subsidiaries, affiliates, agents and advertising and promotion agencies. Offer void where prohibited and/or restricted by law. All federal, state and local regulations apply.

5. Winner of Grand Prize will be notified by mail before January 31, 1989. Grand Prize winner will be required to sign and return an affidavit of eligibility and an advertising and prize release form within 30 days of notification. *In the event of noncompliance within* this time period, an alternate winner will be selected.

6. Taxes on the prize will be the responsibility of the winner.

7. *For the name of the* Grand Prize winner send a self addressed, stamped envelope to: "Quality Resorts Winners List", P.O. Box 239-B, Norwalk, CT 06856. Request must be received by Dec. 30, 1988. No responsibility assumed for lost, misdirected or late mail.

Ultra Lights: 6 mg "tar," 0.6 mg nicotine—Lights Box: 10 mg "tar," 0.7 mg nicotine av. per cigarette, by FTC method. Lights Soft: 10 mg "tar," 0.7 mg nicotine—100's: 16 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Feb.'85.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

© Philip Morris Inc. 1988

Source: https://www.industrydocuments.ucsf.edu/docs/sgbv0004